

REMARKS

Claims 1 – 27 are pending in the application and stand rejected. Claims 1, 7, 9, 10, 14, 20, 24 and 26 have been amended. The amendment to claim 7 corrects a typographical error. The amendment to claim 10 changes claim dependency to correctly depend from claim 7. Claims 1, 9, 14, 20, 24 and 26 have been amended to delete the term "pull-down" before "dialog box." The term "pull-down" is usually associated with pull-down menus that are selectable by clicking on a term in a toolbar associated with a software application, and is an unnecessary limitation. As described in the specification, the dialog box is generated in response to the user's indication ("mousing over") or selection of a particular plotted lodging property plotted using the pointing device (p. 4, ll. 12 – 18). The other claim amendments are discussed below. Claims 1 – 27 remain in the application and are presented for reconsideration.

Claims 1 – 5, 7 – 11, and 13 were rejected under 35 USC § 103(a) as being unpatentable over *Reichert, et al.* (U.S. Pub. 2002/0042819) in view of *DeLorme, et al.* (U.S. Pat. 5,948,040) and Official Notice. This rejection is respectfully traversed.

Claim 1 has been amended to further clarify the invention. The step of identifying one or more lodging properties has been amended to recite the limitation "conforming to user-specified criteria." The step of displaying in a dialog box has been amended to recite "associated with a same webpage as the displayed map." Support for this amendment can be found at p. 4, ll. 12 – 18. The purpose of these clarifications is to further distinguish this invention from the prior art in that dynamic information on lodgings of interest to the user can be compared easily by the user's mousing over the icons representing different lodging properties displayed on a single

webpage. No clicking on hyperlinks is necessary to view this information making it far more likely that the user will continue to make a reservation rather than stopping the process. Similar claim amendments have been made to independent claims 14, 24 and 26 for the same reasons.

The Examiner admitted that *Reichert, et al.* "does not disclose displaying in a pull-down dialog box substantially real-time information regarding the particular lodging property indicated by the user, wherein the substantially dynamic information is provided in substantially real-time so as to be substantially current." The Examiner stated that *DeLorme, et al.* discloses a map display that facilitates interactions with substantially dynamic (temporal) information regarding a particular lodging property, citing col. 25, ll. 29 – 35. The material cited in *DeLorme, et al.* discloses that the map display can also facilitate interaction with temporal, topical and/or accounting information by means of located symbols, text or tables indicating price information or available transportation or lodgings with vacancies, or other special goods/service offers. All of this information appears to be static. There is no indication in *DeLorme, et al.* that any of this information is time-sensitive, dynamic or provided in real-time. As pointed out in Applicant's specification: "Where availability or rate information is provided, it is typically in the form of batches of inventory and is updated no more often than two or three times each day" (p. 2, ll. 18 – 20).

Figs. 7A – 7B in *DeLorme, et al.* show the relational database tables illustrating topical, geographic, temporal and accounting or transactional relations (col. 56, ll. 2 – 12). Fig. 7A shows hotel room prices, street addresses and email as supplemental information. This would simply correspond to static information in the present invention, and certainly not real-time information.

The geographical relation simply provides the geographical coordinates for a property associated with a specific ID. The temporal relation in Fig. 7B provides dates and times for events, along with further categorization or typing of a temporal event, such as hours of operation, coupon, season, vacancy, meeting, etc. (col. 59, ll. 42 – 46). The transactional relation in Fig. 7B is related to travel arrangements, reservation queries, ticket purchases and coupon clipping (col. 59, ll. 55 – 58). There is no disclosure or suggestion that any of this stored information is dynamic or provided in real-time.

As further disclosed by *DeLorme, et al.* ('040), at col. 26, ll. 17 – 28, user inquiries can be initiated in any of the four main input menus shown in Fig. 1C, then followed-up later by browsing or searches in any of the four related TRIPS subsystems, with user selection of variations and options in focus, order, content, parameters, levels of detail, extent of integration between successive steps, etc. This does not constitute a teaching of displaying substantially dynamic information in a dialog box associated with the same webpage as the displayed map. In view of the above arguments, claim 1 is allowable over the combination of *Reichert, et al.* and *DeLorme, et al.* ('040). Claims 2 – 5, 7 - 11 and 13 depend, either directly or indirectly, from claim 1 and are allowable for at least the same reasons as claim 1.

Claim 6 was rejected under 35 USC § 103(a) as being unpatentable over *Reichert, et al.*, in view of *DeLorme* '040 and Official Notice as applied to claim 1, and further in view of *DeLorme* (U.S. Pub. 2003/182052). This rejection is respectfully traversed. Claim 6 depends from claim 1 and is allowable for at least the same reasons as claim 1. In addition, in paragraph 197 cited by the Examiner, *DeLorme* ('182052) discloses plotting points of interest retrieved

within circles of a specified radius centered on geographic points which are essentially road or highway intersections. In Applicant's invention, it is the average position of the lodging properties that is used as the basis for centering of the displayed map, whereas in *DeLorme* ('182052), major road intersections are displayed along with points of interest that are within a specified radius of each of the major road intersections. Therefore, claim 6 is allowable for this additional reason.

Claim 12 was rejected under 35 USC § 103(a) as being unpatentable over *Reichert, et al.* in view of *Delorme* '040 and Official Notice as applied to claim 1, and further in view of *Jones, et al.* (U.S. Pat. 7,082,400). This rejection is respectfully traversed.

Claim 12 depends from claim 1 and is allowable for at least the same reasons as claim 1. In addition, *Jones, et al.* discloses a system that recommends lodging properties to the user on a series of web pages (note the "Next" button in Fig. 4B). The user could have to click through a series of displays such as shown in Fig. 4B before deciding on a lodging property. Furthermore, *Jones, et al.* discloses a central reservation system including a travel database that contains many different types of data including flight information, hotel information, ground transportation information, etc. that may include data from multiple sources such as servers on the world wide web (col. 3, ll. 32 – 50). In contrast, Applicant's invention dynamically displays hotel information by a user's indication (mouseover) of a particular lodging property on the map display, enabling the user to compare, select and initiate a reservation via the computer reservation system of the particular lodging property, all on the same webpage. Therefore; claim 12 is allowable for this additional reason.

Claims 14 – 16 and 18 – 23 were rejected under 35 USC § 103(a) as being unpatentable over *Reichert, et al.* in view of *DeLorme '040*, Official Notice, and *Jones, et al.* This rejection is respectfully traversed.

Regarding claim 14, Applicant incorporates by reference the arguments presented above for the allowability of both claims 1 and 12. Specifically, *DeLorme '040* does not teach displaying substantially dynamic information in a dialog box associated with the same webpage as the displayed map. Furthermore, *Jones, et al.* fails to teach dynamically displaying hotel information by a user's indication (mouseover) of a particular lodging property on the map display, thus enabling the user to compare, select and initiate a reservation via the computer reservation system of the particular lodging property, all on the same webpage. For these reasons, claim 14 is allowable over the combination of *Reichert, et al.*, *DeLorme '040*, Official Notice, and *Jones, et al.*.

Claims 15 – 16 and 18 - 23 depend, either directly or indirectly, from claim 14 and are allowable for at least the same reasons as claim 14.

Claim 17 was rejected under 35 USC § 103(a) as being unpatentable over *Reichert, et al.* in view of *DeLorme '040*, Official Notice, and *Jones, et al.* as applied to claim 14, and further in view of *DeLorme '182052*. This rejection is respectfully traversed.

Claim 17 depends from claim 14 and is allowable for at least the same reasons as claim 14. In addition, claim 17 recites the same limitation as claim 6. Applicant incorporates by reference the arguments presented above for the allowability of claim 6.

Claims 24 – 27 were rejected under 35 USC § 103(a) as being unpatentable over *Reichert, et al.*, in view of *DeLorme '040*, Official Notice, *Jones, et al.*, and *DeLorme '182052*. This rejection is respectfully traversed.

Regarding claim 24, it includes all the features of claim 14 plus additional limitations. Applicant incorporates by reference the arguments presented above for the allowability of claims 1, 12 and 14. Therefore, claim 24 is allowable over the combination of *Reichert, et al.*, *DeLorme '040*, Official Notice, *Jones, et al.* and *DeLorme '182052*. Claim 25 depends from claim 24 and is allowable for at least the same reasons as claim 24.

Regarding claim 26, the limitations of displaying substantially dynamic information regarding a lodging property in a dialog box associated with a same webpage as the displayed map and in substantially real time is not taught by any of the applied references. Additionally, *Jones, et al.* fails to teach dynamically displaying hotel information by a user's indication (mouseover) of a particular lodging property on the map display, thus enabling the user to compare, select and initiate a reservation via the computer reservation system of the particular lodging property, all on the same webpage. Therefore, claim 26 is allowable over the combination of *Reichert, et al.*, *DeLorme '040*, Official Notice, *Jones, et al.* and *DeLorme '182052*. Claim 27 depends from claim 26 and is allowable for at least the same reasons as claim 26.

In view of the above, it is submitted that the claim rejections of the Examiner have been properly addressed and the pending claims are in condition for allowance. Such action at an early date is respectfully solicited. It is also requested that the Examiner contact Applicant's

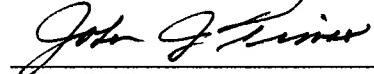
Serial No.: 10/667,677

Amendment Dated: March 20, 2007

In Response to Office Action Dated October 20, 2006

attorney at the telephone number listed below should this response not be deemed to place this application in condition for allowance.

Respectfully submitted,



John J. Timar

Registration No. 32,497

Attorney for Applicants

3/20/07

Date

Womble Carlyle Sandridge & Rice, PLLC
P.O. Box 7037
Atlanta, GA 30357-0037
(404) 888-7412 (Telephone)
(404) 870-2405 (Facsimile)